

# The Crucial Communicator Conference: Program and Schedule

Note: Program and speakers subject to change without notice.

---

**Thursday October 11, 2007**

**Rock & Write Reception**

**5:00-7:00**      **Welcome Reception at the Hilton Garden Inn**

*Sponsored by*

*Madcap Software, Inc.*

*PPI Technical Communications*

*and ComponentOne*

**7:00-10:00**      **Dinner at the Hard Rock Café**

---

**Friday October 12, 2007**

**STC Conference at the Hilton Garden Inn**

**7:30-8:30**      **Registration and Continental Breakfast**

*Sponsored by*

*Diebold Incorporated*

*and The Geo Group*

---

**8:30-9:00**      **Welcome**

Address by Tricia Spayer, NEO STC Chapter President, and Nicky Bleiel, STC At-Large Director

---

**9:00-10:15**      **Keynote Address**

**Dr. Melvin Smith**

**Emotional Intelligence**

Not everyone is a natural leader, but anyone can manage and engage emotions in a team using the key concepts and powerful strategies of emotional intelligence.

Emotional intelligence is an intellect regarding the emotions, especially the ability to manage one's own or others' emotions. Dr. Smith will share his study on motivational and leadership strategies, unveil the importance of emotional intelligence in the workplace and social settings, and demonstrate its potential to an organization.

Come and learn how you can tap into your hidden talents to become more indispensable in the workplace.

*Sponsored by*

*STAR Group America, LLC*

*and Madcap Software, Inc.*

---

**10:15-10:30**      **Coffee Break**

*Sponsored by*

*Cuyahoga Community College*

---

**10:30-11:30**

**Breakout Session 1**

<p>Neil Perlin</p> <p><b>Structured Authoring Without Framemaker or DITA</b></p> <p>“Structured authoring” is a hot topic but, outside the structured Framemaker and DITA worlds, there’s a lot of uncertainty about even what it <i>is</i>. This session presents three definitions that <i>don’t</i> involve structured Framemaker or DITA, explains how to pick one, and lists some supporting technologies and methodologies.</p>	<p>Thea Teich</p> <p><b>When Did Google Become a Verb?: American English as a Moving Target</b></p> <p>American English changes fast, so words viewed today as slang or mashed together may appear in dictionaries tomorrow. Plus, technology tests the bounds of terminology and usage, so technical communicators are ever more challenged to ensure that their deliverables are correct—whatever that means. This session explores trends in American English and ways to make usage decisions.</p>	<p>Annette Reilly</p> <p><b>Xtreme Management for Technical Communication</b></p> <p>Technical communication managers find extreme conditions affecting their critical projects today: managing international virtual teams, managing technical staff outside our profession, and becoming systems managers. Practical pointers and guidance from new international standards can help the transition to more effective team management.</p>
<p>Vendor Demo:       <b>STAR Group</b>                               <b>Content Management</b></p>		

---

**11:45-1:15**

**Lunch**

Address by Susan Burton, STC Executive Director

Sponsored by

STAR Group America, LLC

---

**1:30-2:30**

**Breakout Session 2**

<p>Alan Houser</p> <p><b>The Darwin Information Typing Architecture: What it means for technical communicators</b></p> <p>A look at one of the hottest topics in our field: the Darwin Information Typing Architecture (DITA). DITA was designed to meet today’s increasingly complex demands on technical publishing. What can you learn from DITA, and should you consider using it?</p>	<p>Neil Perlin</p> <p><b>Creating Visual Training Using Captivate</b></p> <p>Captivate can quickly, easily, and inexpensively create “movies”, interactive simulations, even complex eLearning, for training for software and HR soft skills, among other subjects. This session introduces Captivate’s major features and describes why the tool is becoming competitive with more powerful but more expensive and complex mainstream eLearning tools.</p>	<p>Richard Hodgkinson</p> <p><b>International Standards for Software Documentation</b></p> <p>ISO/IEC JTC 1/SC 7/WG 2 (Software &amp; Systems Documentation) is currently revising its suite of published standards to address specific audiences, namely: Designers &amp; Developers, Managers, Acquirers &amp; Suppliers, and Testers &amp; Assessors. This presentation will describe the workings of WG 2, its standards, and how you can get involved.</p>
<p>Vendor Demo:       <b>The Geo Group</b>                               <b>Translation Services</b></p>		

---

**2:30-2:45**

**Snack and Coffee Break**

Sponsored by

Quadralay Corporation

---

**2:45-3:45**

**Breakout Session 3**

<p>Russell Ward</p> <p><b>A Bit of XML To Solve a Boatload of Problems</b></p> <p>This session will demonstrate one company's use of a small, internally-developed XML solution to combat content redundancy and improve output, with outstanding results and significant cost savings.</p>	<p>Keiran Dunne, Ph.D.</p> <p><b>Bridging the Gap between Authoring and Translation</b></p> <p>This presentation will discuss the compelling rationale for integrating authoring and translation in terms of cost, risk, quality, and time to market. We will also explore some practical strategies for (and challenges of) moving from a sequential to an integrated approach.</p>	<p>Lisa Adair &amp; Kelly Graham</p> <p><b>Growing and Managing a Formal Editing Process</b></p> <p>Rockwell Automation has only 2½ editors to manage the workload of 19 developers, spread over 7 locations. We'll explain how we manage the projects and edit with one voice. Hear how we track metrics, and what we've learned because of those metrics.</p>
<p>Vendor Demo:      <b>Madcap Software</b></p> <p>                                 <b>Software Tools for Technical Communicators</b></p>		

---

**4:00-5:00**

**General Session**

Scott Abel ("The Content Wrangler")

**Understanding Web 2.0 and Its Impact on Technical Communication**

The Semantic Web is coming. And, it's bringing with it major changes to the way we create, manage, deliver, consume, and share technical information. In this session, we'll examine how Web 2.0 tools and technologies are changing the technical communication landscape. Discover how Web 2.0 methods make it possible for us to deliver "content as a service" and to empower our customers to slice and dice technical content in useful and exciting new ways.

---

**5:00-5:30**

**Closing Remarks and Door Prize Raffle**

Tricia Spayer, NEO STC Chapter President, and  
Bob Young and Stephanie Webster, Conference Planning Team

For conference details, visit: [neostc.org/conf](http://neostc.org/conf)